Little Falls Shop Rite

12' In-Line Carton Setup (high profile)

Nov. 1997

RJR ADV	*RJR ADV*	*RJR ADV*
RJR	RJR	RJR
RJR	RJR	RJR
BAT	LOR	LOR
BAT	BAT	BAT(6)LOR(6)
PM	PM	PM
PM	PM	PM
PM(8)LIG(4)	PM	PM
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

TOTAL ROWS	TOTAL ROWS	Share of Market	% Space
RJR	72	27.00%	28.50%
P M	104	48.60%	41.20%
BAT	42	13.90%	16.60%
LOR	30	8.50%	11.90%
L&M	4	2.00%	1.80%
TOTALS	252	100.00%	100.00%

252 Total Rows
Capacity 1,332 cartons

RJ Reynolds Tobacco Company

Approved By :

Date :

Source: https://www.industrydocuments.ucsf.edu/docs/qsxy0000